



## Organic Food Program (OFP) Survey Results Summary 2004

### **Purpose**

The WSDA Organic Food Program strategic plan states that a Customer Survey will be conducted every three years. The purpose of the survey is to gather information that can be used to determine the efficacy of already implemented Organic Food Program services and to obtain feedback regarding the future plans/goals of the Organic Food Program.

### **Methods**

To ensure unbiased responses, the fourteen members of the Organic Advisory Board (OAB) were asked to conduct the survey. One hundred fifty (150) producers, processors, and handlers were selected randomly to be interviewed. A random numbers table was utilized. Each OAB member was given a list of nine certified businesses to contact. If a member was unable to contact a given producer, processor, or handler, additional names had been selected and were provided upon request.

Selected businesses were asked to rate from 1 (Always or Almost Always) to 4 (Never or Almost Never) the Organic Food Program's efficiency, effectiveness and utility in the following areas: Office Information, Inspections, International Certification Programs, and General. The interviewee was then offered an opportunity to make additional comments or suggestions related to the program that was not covered by the questionnaire.

A total of seventy-nine (79) [of the one hundred twenty-six (126)] completed Customer Surveys were returned for analysis. This summary and corresponding data describe the results from these surveys.

### **Summary of Conclusions**

The following points summarize the results of the Organic Food Program's Customer Survey 2004. The letter/number in brackets indicates the survey question(s) that support the conclusion drawn. The number in parenthesis describes the mean response to the survey question.

The Organic Food Program office efficiently and effectively responds to the needs of certified businesses. [A1(1.5), A3 (1.5), A4 (1.5), A6 (1.5), A7 (1.5)]

The Organic Food Program should work toward more comprehensive inspections and reporting to account for the perception that it would be easy to cheat organic standards and that the organic inspections are not hard to pass. [B2 (3.5), B3 (1)]

Since questions related to migrating to electronic reporting and communication between the office and the applicants generated responses that indicated our constituents did not want this, the Organic Food Program should reevaluate this program goal. [A5 (2.5), B9 (2.5), D2 (2)]

The implementation of the European Organic Verification Program and other export services are appreciated services and the Organic Program should continue to evaluate methods for maintaining and encouraging the international trade of Washington certified organic products. [C1 (1), C2 (1)]

The Organic Food Program is offering a useful service to Washington State agriculture. [D1 (1.5), D3b (1.5), D4 (1.5)]

The Organic Food Program effectively meets the needs of both small and large certified organic businesses. [C1 (1), C2 (1), D3 (1)]

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